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SUPREME IN SUNLIGHT
OR DARKNESS



TRADE MARK REG.

PHILA. OFFICE
1742 SANSOM STREET,
PHONE SPRUCE 4806



FLEXLUME SIGN COMPANY

OFFICES AND FACTORIES

LIVERPOOL, ENGLAND

BUFFALO, N. Y.

ST. CATHARINES, ONT.

1911 CATALOGUE

R. R. WILEY, President

W. S. WRIGHT, Vice-President

W. K. WILEY, Secretary

W. S. HOUGH, Treasurer

PATENTS IN

UNITED STATES

CANADA

GREAT BRITAIN

FRANCE

GERMANY

GENERAL DESCRIPTION



THE introduction of the Flexlume Prismatic sign, marks a great revolution in the manufacture of electric signs, overcoming the many objections of the common electric sign now in such general use. The enterprising merchant only needs to learn of our sign to adopt it.

¶ In durability, mechanical construction, beautiful day appearance, brilliant illumination and remarkable low current consumption, the Flexlume sign is supreme.

¶ To a large class of conservative merchants who have not favored the common electric signs because of their unsightly day appearance, the Flexlume sign makes a strong appeal.

¶ The signs are not common. Manufacture is possible only to our own organization and equipment.

¶ The letters are of prismatic glass moulded in bold relief. They have a brilliancy and sparkle which is most effective.

¶ Durability is the watchword throughout. The reflectors which project the powerful light rays through the raised letters, the wiring and lamps are all enclosed from the weather. Furthermore the construction is all metal.

¶ No money is spared to make the finish as lasting as it is beautiful. The raised rope mouldings, carved scrolls, ornaments and the edges of all letters are liberally gilded with gold leaf, 23 carat.

¶ While superior as a day sign the Flexlume is remarkably effective in its beautiful and brilliant illumination at night. The letters are sharp and clearly defined and the sign is much more legible than the common sign, especially when viewed from an angle. The illuminating effects are the more surprising when it is considered that only one lamp a letter is used instead of seven or eight as in the old style signs.

¶ The economy of the Flexlume is its crowning feature. **A FLEXLUME SIGN WILL SAVE ENOUGH IN CURRENT CONSUMPTION TO PAY ITS FIRST COST IN ABOUT ONE YEAR.**

¶ Can any enterprising merchant ask for more?

CONVINCING COMPARISONS

¶ Comparison in current cost between a Flexlume sign and an exposed lamp sign; both double face signs. Each sign will read "DRUGS" in 12 inch letters. We will assume each sign will burn 1200 hours per year with current costing 10 cents a K. W. hour.

Sign	No. of Lamps	Cost of Current per Year
FLEXLUME	10—25 Watt Tungsten	\$ 30.00
EXPOSED LAMP	80—2 C. P. Carbon	96.00

¶ Comparison of the two signs with same wording in 8 inch letters.

Sign	No. of Lamps	Cost of Current per Year
FLEXLUME	5—25 Watt Tungsten lamp	\$ 15.00
EXPOSED LAMP	80—2 C. P. Carbon	96.00

SUGGESTIONS TO PROSPECTIVE PURCHASERS

- ¶ Several points should be carefully considered in purchasing signs.
- ¶ Make your sign brief with letters as large as possible.
- ¶ Bear in mind the foreshortening of the letters due to perspective.
- ¶ Flexlume signs are furnished in letter sizes ranging from 4 inches to 24 inches inclusive.
- ¶ Flexlume signs are designed for either Carbon or Tungsten lamps, high or low voltage.
- ¶ We advocate the use of the time switch on all signs. Signs are often carelessly allowed to run all night. This means a heavy current bill, burnt out lamps and the advertising effect of the sign is lessened.
- ¶ The Flexlume Sign Co. is prepared to furnish flashers, time switches, lamps, low volt transformers or other sign accessories.
- ¶ In addition to the Patent Prismatic Letter Signs shown in this catalog, the company manufactures all types of signs from the smallest glass transparency to the largest exposed-lamp roof signs.

The FLEXLUME is a sign of double value. While most effective as a night sign it is unequalled as a day sign.



The effect of the rich gold leaf coverings of these signs is lost in the reproduction.

Installations of single face FLEXLUME signs on a prominent corner, Rochester, N. Y.
Only fourty-four lamps used in the two signs. [Size of letters fifteen inches.



Note clear definition of letters even at an angle. Compare this effect with that of other signs.

McCurdy & Norwell Co.
Importers and Retailers
Main St. East.

J. C. M. / L. B. *Rochester, N.Y.* June 16, 1909.

Wheeler-Green Elec. Co.
City.

Gentlemen:-

We take pleasure in saying that the electric sign made by the Flexlume Sign Co., and placed on our building by you, recently, is a big success. We are well pleased with the sign and believe that it is the best thing of the kind, of which we have any knowledge.

We congratulate you on securing the agency for these signs, and have no doubt you will have difficulty in supplying the demand which is sure to follow their introduction in our City.

Wishing you every success, we are,

Yours very truly,

MCCURDY & NORWELL CO.



FLEXLUME signs are adaptable to all conditions where an electric sign can be used.

An installation at Toronto, Ontario.

This sign flashes automatically red and white.

Illustrates single and double face signs in six-inch, eight-inch, fifteen-inch and eighteen-inch letters. Forty-three lamps in all.



Harold P. Brewster,
President

Franklin H. Hollister,
1st Vice President

James P. Watson,
2d Vice President

Joseph S. Foster,
3d Vice President

Henry P. Knicker,
Clerk

Mrs. H. L. Reed,
Trustee

Rochester Savings Bank

ORGANIZED IN 1872

Rochester N.Y. June 28, 1909. 19 -

Plexlume Sign Co.,

c/o Wheeler-Green Electric Co.,

Rochester, N. Y.

Gentlemen:-

We take pleasure in stating that the illuminated sign "Rochester Savings Bank" recently installed by you, on the exterior of our building meets with our approval and has given complete satisfaction.

Yours truly,

Charles F. Dutton

Secretary.



At Rochester, N. Y.

Twenty-four-inch letters.
Only seventy-eight lamps
used in all.

FLEXLUME signs are
striking, yet they harmonize
with and add to the
appearance of the building.

The FLEXLUME sign is
the only electric sign on
the market which appeals
to such conservative institutions
as Banks.

MERCHANTS BANK OF ROCHESTER

FRANKLIN D. FARMER, President
THOMAS J. FARMER, Vice-President
J. P. FARMER, Cashier
J. P. FARMER, Secretary
J. P. FARMER, Treasurer

ROCHESTER, N.Y. May 24th,

1909.

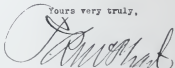
The Flexlume Sign Co.,

Rochester, N. Y.

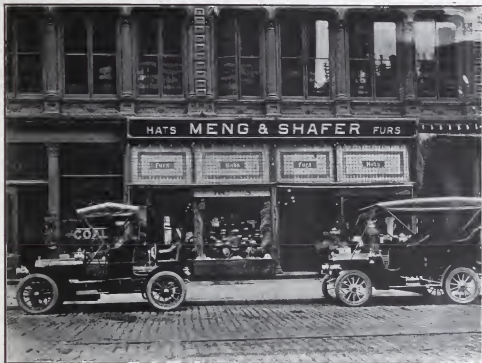
Gentlemen:

We are much pleased with our new sign made by your Company. In our opinion it is superior to the ordinary illuminated sign as it gives an impression of richness and solidity and is particularly appropriate for a banking institution.

Yours very truly,


President.

An Installation at Rochester, N. Y. Persons admiring FLEXLUME Signs in the day time are frequently surprised to learn that they are electric signs.



Illustrates eight-inch and twelve-inch (wide) letters. Number of lamps nineteen.
The twelve-inch wide letter is very effective when there is plenty of space.

Bicycles,
Automobiles,
Baby Carriages,
Co-Carts,
Photographs,
Dress Making Machines,
Cups,
Amusement.

Gilmore & Co.

Automobiles, Bicycles and Fine Athletic Goods

129 St. Paul Street

St. Catharines, Ont.,

Nov. 1, 1910.

190

Fishing Tackle,
Lawnmowers,
Bamboo,
Fencing,
Tennis,
Golf,
Boating,
Hockey, etc.

Flexlume Sign Co.,

St. Catharines, Ont.

Gentlemen:-

We think our Garage Electric Sign, which was manufactured by the Flexlume Sign Co., is the very best sign we have seen. Tourists remark on the splendid appearance it gives the building, also its distinctiveness. The beauty of the sign is that it is just as plain in the daytime as at night. We feel that it has brought us considerable business and we would not be without it for double the cost. The fact that it requires but one lamp for each letter makes the cost of running it a small item.

Yours very truly,

Gilmore & Co.

A large number of these signs already installed show that the Garage trade appreciates the drawing power of the **FLEXLUME** signs for transient trade.



Illustrates a double face horizontal sign in fifteen-inch letters. Number of lamps twelve.

Our signs are a pillar of fire by night.

HOLY TRINITY CHURCH

Brilliance and clearness with the greatest economy.

A prominent installation at Toronto, Ontario.



The dignity and beauty of the edifice has been increased and emphasized by the signs. Illustrates the twelve-inch letters and fifteen-inch capitals. Number of lamps seventeen.

Form 283
Revolving Form 283

20TH CENTURY CLOTHES

A. M. ECCLESTONE

45-49 ST. PAUL STREET

MEN'S AND BOYS'
CLOTHING

MEN'S FURNISHINGS
HATS, CAPS & FURS

ST. CATHARINES, ONT., May 25, 1910.
ONTARIO CANADA

The Flexlume Sign Co.,

St. Catharines, Ont.

Gentlemen:-

We are very much pleased with the sign purchased from you. It is certainly very handsome and artistic. The letters show up very distinctly and are readable for quite a distance. You are to be congratulated upon turning out such splendid work.

Yours very truly,

A. M. Ecclestone

Illustrates eight-inch letters in a double face horizontal sign using only eleven lamps.



Our eight-inch letter is far more effective than larger sizes of the exposed lamp style which use seven or more lamps per letter.

THE ONLY EVENING ASSOCIATED PRESS PAPER IN PEORIA

THE PEORIA JOURNAL

H. M. FURBELL, PROPRIETOR

PAID CIRCULATION
EXCEEDED
17,000

POPULATION
75,000

PEORIA, ILL., Sept. 15, 1910.

The Flexlume Sign Co.,

St. Catharines, Ont.

Gentlemen:-

The new Flexlume sign which we have just put up on the top of our General Office in the Jefferson Building is one of the handsomest in the entire City. Ever since it was placed in position it has excited a great deal of favorable comment from passers-by. Its strong and important features are the striking appearances and the fact, it is equally legible on the brightest day and the darkest night.

As a light saver it occupies a field all by itself in the sign world. The saving in this direction is 70 per cent while the beauty is enhanced 100 per cent. We are very much pleased with the sign.

Very respectfully yours,



An installation at Peoria, Illinois. Double face sign in fifteen-inch letters using fourteen lamps in all.



A newspaper can be depended on to use the best medium of publicity.

EXHIBITION OF FLEXLUME SIGNS

The display of the Ottawa Electric Company at the Central Canada Exhibition, just closed at Ottawa, attracted a great deal of attention and received from the judges a diploma for artistic arrangement. The booth, designed by a leading city architect, was most attractive in itself. It contained a very choice assortment of electrical fittings and special devices for using electricity in the household. Three sides of the canopy which



EXHIBITION BOOTH OF OTTAWA ELECTRIC COMPANY

covered this booth, supported on handsome columns, were covered with the well known artistic signs manufactured by the FLEXLUME Sign Company, of St. Catharines, for which the Ottawa Electric Company are the Ottawa agents. One of the good features of this sign is that it is quite as attractive as a day sign as it is when illuminated at night. Visitors to the exhibition made many favorable comments on the appearance of these signs.—*Canadian Electrical News*.

One of a large number of FLEXLUME signs installed in the department store of The T. Eaton Co., Ltd., Toronto, Ontario, one of the largest stores in America.



A sign in eight-inch letters using nine lamps. Customers find these signs a great aid in guiding them about the store.

Installation at Peoria, Illinois. Single face signs in twelve-inch (wide) letters.
One-lamp-a-letter used.



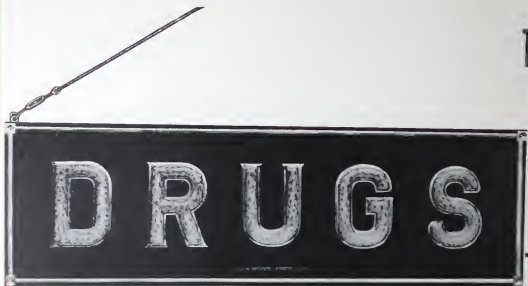
One sign sells another. Our signs are effective salesmen.

Installations at Pittsburg, Pa. in twelve-inch letters. Local regulations do not allow electric signs which fail to illuminate the street. The FLEXLUME sign makes the street as bright as day.



Large advertisers use FLEXLUME signs because of their effectiveness day or night. The economy of maintenance is an important factor to them and to their agents.

A double face sign in twelve-inch letters, using only one-lamp-a-letter.



The economy of the FLEXLUME is a "clincher" with the Drug trade. It is the only sign they can afford to burn during the long business hours.

H. Swannell

ESTABLISHED 1840

D. G. Swannell

H. Swannell & Son.

Wholesale and Retail

Drugs and Medicines.

Druggists.

Hall's Apoc.
Pocahontas

Sellers of Physicians' Supplies

Champaign, Ill.

Apr. 20, 1910.

The Flexlume Sign Co.,

St. Catharines, Ont.

Gentlemen:-

In regard to the Twelve Inch Double-faced sign of yours which we recently installed, to say that we are well pleased is putting the matter very mildly.

In our judgment there is nothing in the way of Electric Signs which equal it. It not only is a splendid night sign but it has a double-advantage of being a splendid day sign. At night its appearance is much better than the old bulb sign and when one considers the cost of maintenance, it is a wonderfully big item; as with us, we are able to maintain this sign for about one-fourth of what the other style signs cost. At this rate we could afford to buy one of your signs new every year and not lose money.

Yours very truly,

H. SWANNELL & SON.

D. G. Swannell.

Installation of a sign for a merchant in Fort William, Ontario. Double face, eight-inch letter sign, using only eight lamps.



This illustrates the adaptability of FLEXLUME letters and our facilities for furnishing original designs.

A small sign using only three lamps. Outside dimensions of sign thirty-two inches by eighteen inches.



We are prepared to furnish script letters. This process is more expensive than that of our regular stock letters.

A beautiful sign using only four lamps.



We can supply your lodge or club with original and effective designs.





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